

Oregon Main Street 2025 Conference



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MAIN STREET

Welcome to Albany!



Here in the heart of the Willamette Valley, we invite you to share and learn with your fellow Main Streeters while also exploring, relaxing and experiencing the wide range of activities our vibrant community offers.

Whether you're staying in a local hotel or a vacation rental in our beautiful downtown, start your day with a visit to a gourmet coffee shop or a farm-fresh breakfast at one of our bistros. Build your conference itinerary with the help of the Albany Explorer app, your guide to everything Albany.

Take time to visit the Albany Regional Museum, the Monteith House Museum or enjoy a self-guided tour of our four historic districts on the National Register. And don't miss our crown jewel: the Albany Historic Carousel & Museum. It brings artistry and magic together to delight kids and kids at heart.

If it's been a while since your last visit, you'll notice Albany is alive with revitalization. From facades and creative window displays to OMS Revitalization Grant projects and major restorations, there is progress everywhere. Parklets and flower baskets brighten summer, while twinkling lights and snowflakes bring warmth as the nights grow longer.

I hope you enjoy your conference. Albany is proud to be known as "Hub City" and is the center of everything you want in a historic destination community.



Sincerely,
Mayor Alex Johnson II

P.S. We hope you'll return to enjoy Monteith Riverfront Park and our River Rhythms concert series in July. The venue is fully accessible for all!

2025 Oregon Main Street Conference

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Oregon Main Street would like to give a special thank you to the local hosts:



Schedule at a Glance

Wednesday, October 8th			
9:00 a.m. - Noon	Preconference Workshops: Main Street 101 (Location: The Venetian, 241 W 1st Ave) and Community Connections Through Effective Storytelling (Location: Natty Dresser, 124 Broadalbin St SW)		
1:30 - 3:30 p.m.	Registration Opens at Conference Headquarters, The Venetian		
3:00 p.m.	Opening Keynote & Excellence on Main Awards Celebration, The Venetian		
5:00 p.m.	Opening Reception Hosted by Allbany Downtown Association & Albany Historic Carousel (Location: 503 W 1st Ave)		
Thursday, October 9th			
8:00 a.m. - 5:00 p.m.	Registration at Conference Headquarters, The Venetian		
8:00 a.m.	Recharge & Refresh Snacks, The Venetian		
Session Locations	The Venetian	The Pix	Albany Civic Theater
8:30 - 9:15 a.m.	Creative Ideas to Increase Engagement	Color Outside the Lines: Community Art for Engagement & Belonging	Rural, Regenerative, Remarkable: The New Landscape of Tourism in Oregon
9:30 - 10:30 a.m.	Parking Management Strategies for Main Street	Failing Forward	Community Branding: Identify Your Unique Identity and Communicate Your Story Effectively
10:30 a.m.	Recharge & Refresh Snacks, The Venetian		
11:00 a.m. - Noon	Assets to Action: Building Place-Based Economies through the Main Street Approach	Rooted in Place: Streetscape Design for Oregon Communities	Experience is the New Downtown Anchor
Noon	Lunch on your own in Downtown Albany		
1:45 - 3:15 p.m.	Stronger Together: Unlocking Community Power Through Connection	Natty Dresser	Fundraising Fundamentals: Diversifying and Expanding Your Income Revenues
		The Long Game: Creative Solutions for Community Challenges	
3:15 p.m.	Recharge & Refresh Snacks, The Venetian		
3:45 - 5:15 p.m.	The How Behind the Wow!	Albany Regional Museum	Albany Regional Museum
	4 WALKING TOURS BEGIN HERE	Hanging with Heritage - Sign-up at Registration	TROLLEY TOUR BEGINS HERE
5:15 - 6:15 p.m.	Social Mixer Hosted by Albany Downtown Association and City of Albany, Sybaris, 442 W 1st Ave.		

Friday, October 10th

8:00 - 10:30 a.m. Registration at Conference Headquarters, The Venetian

8:00 a.m. Recharge & Refresh Snacks, The Venetian

Session Locations	The Venetian	The Pix	Albany Civic Theater
8:15 - 8:45 a.m.	Franchise on Main Street: Scaling Local Success Across Oregon	From Library to Libations: The Canby Beer Library	Small Business Success Through Collaboration
9:00 - 9:45 a.m.	Building Resilience Through Historic Preservation	Smart Energy Upgrades for Long-Term Business Success	Thriving in Non-Profit Management Through Nervous System Regulation
10:00 - 10:45 a.m.	Innovative Solutions for Building Thriving Downtowns	Diverse Boards, Strong Communities: Building Effective Leadership	Planning for Downtown Revitalization
10:45 a.m.	Recharge & Refresh Snacks, The Venetian		
11:15 a.m. - 12:30 p.m.	Closing Plenary, The Venetian		

Conference Venues



MAP KEY

- The Venetian**
241 1st Ave W
- Albany Historic Carousel** 503 1st Ave W
- Albany Civic Theater**
111 1st Ave W
- Natty Dresser**
124 Broadalbin St SW
- Pix Theatre**
321 2nd Ave SW
- Sybaris**
442 1st Ave W
- Albany Regional Museum** 136 Lyon St SW

PARKING:
Conference Registration HQ will have passes for free street parking in downtown

ALL ABOUT THE CONFERENCE VENUES

The Oregon Main Street Conference provides a unique conference-going experience by using multiple downtown venues for conference sessions and networking opportunities – most of which are in historic buildings. In Albany, our venues include:



The **Venetian Theater** (now home to The Grove): Built in 1913, The Venetian served the community as a live performing arts venue and as a movie hall for over 100 years. The Venetian will serve as conference headquarters, including registration, refreshments, sponsor hall, keynote and plenary sessions, Excellence on Main awards and keynote, closing plenary, and breakout sessions.



The **Pix Theatre**: Built in 1892 as a livery stable for many years before becoming a department store. By the 1960's through the 80's part of the building was transformed into The Pix Theatre. It went through other uses until the current owners turned the building back into The Pix Theatre where you can watch first run movies. The Pix Theatre serves as one of the venues for breakout sessions.



Natty Dresser (SE Young Building): Built in 1912 as a department store, the building went through many uses until purchased and went through a massive restoration effort to become the home for the Natty Dresser. The upstairs meeting space will serve as the venue for one of the pre-conference workshops and for breakout sessions. Please note: main access is via stairs however an elevator is available for use – check with one of the conference volunteers at the front door.



**Scan code to read more
about our OMS 2025
conference speakers**



Scan code to add feedback to this year's conference evaluation



Albany Civic Theater: One of Oregon's oldest community theaters, the Albany Civic Theater has given this former Rialto Theater a wonderful new life since 1963. ACT will serve as one of the venues for breakout sessions.



Albany Regional Museum was constructed in 1887 for a department store and was moved in 1912 to its current location in an area formerly known as "Chinatown." The Albany Regional Museum purchased the building in 1999. After undergoing a massive renovation in 2023, ARM features permanent and rotating exhibits that include thousands of artifacts and photographs encompassing the area's rich history and contemporary interests. **ARM** is extending free admission during the conference for conference attendees if you show your OMS badge.



Great Main Streets Work for All Ages!
Join us in building communities that work for all ages.

Learn more at aarp.org/or



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EnergyTrust
of Oregon

9:00 a.m. – Noon

The Venetian

PRECONFERENCE WORKSHOP:

MAIN STREET 101

As a place-based economic development strategy, the Main Street Four-Point Approach™ is the foundation for local communities to enhance and sustain their historic downtowns by leveraging their local assets – from cultural and architectural heritage to local entrepreneurs and community pride. This workshop will provide an in-depth look on how to integrate the four points of Main Street to build a sustainable and complete community improvement effort based on local goals and objectives. This session is good for anyone new to Main Street or would like a refresher in how to implement this effective approach. You will leave energized and ready to revitalize YOUR Main Street!

Light snacks provided.

SPEAKER:

Kathy LaPlante, National Main Street Center

9:00 a.m. – Noon

Natty Dresser

PRECONFERENCE WORKSHOP:

COMMUNITY CONNECTIONS THROUGH EFFECTIVE STORYTELLING

This interactive workshop explores the powerful role of storytelling in strengthening connections to place, fostering community identity, and driving engagement. Through guided exercises, real-world examples, and collaborative discussions, participants will learn how storytelling can be an effective tool to preserve history, create meaningful experiences, and inspire both locals and visitors to form emotional community connections.

Light snacks provided.

SPEAKER:

Denise Berkshire, National Association for Interpretation

1:30 p.m. – 3:30 p.m.

The Venetian

REGISTRATION OPENS

THERE ARE THREE SESSION TYPES:

CRASH COURSE

45-minute, topic-specific courses that provide quick information or skill-building.

CLASSROOM SESSION

Traditional, 60-minute session.

DEEP DIVE

A 1.5-hour session on a topic that requires detailed instruction or discussion.

3:00 p.m. - 5:00 p.m.

The Venetian

OPENING KEYNOTE:

STRENGTH IN UNITY: THE COLLECTIVE POWER OF OREGON MAIN STREET

In this inspiring keynote address, **Sheri Stuart**, *OMS state coordinator* and 2025 recipient of Main Street America's prestigious Mary Means Leadership Award, will reflect on the impact of the Oregon Main Street Network since its inception in 2007. Sheri will share stories and examples of celebrating successes, overcoming challenges, and building unity at the local and state levels that demonstrate the power of the Main Street movement...and what some of the opportunities are for the future.

EXCELLENCE ON MAIN AWARDS

Join us in recognizing and celebrating the people, projects, and activities that are enhancing historic downtowns across the state. These exemplary examples will leave you inspired and may give you ideas to bring back to your own communities to further spur your efforts!

This year's award was inspired by the Flynn Block – one of downtown Albany's most iconic buildings. It was designed by former Albany Downtown Association board president, **Christina Larson** of Varitone Architecture.

5:00 p.m. - 6:00 p.m.

Historic Carousel & Museum

OPENING RECEPTION

Sponsored by the Historic Carousel & Museum and hosted by the Albany Downtown Association

Mingle with colleagues and new friends among lions, a tiger, and bears....unicorns, dragons and of course horses.

Honoring the tradition of craftsmanship and the history of the American carousel, the Historic Carousel and Museum in Albany, Oregon is a world-class project based on a grass-roots, community effort. The Carousel took more than 15 years to become a reality, and technically, it isn't finished. The new facility opened in 2017 to house the 1909 mechanism that carries a menagerie of animals. A place where dreams come true, see first-hand the time-honored techniques used to create a carousel. Watch as animals go from sketches on paper, through the hand-carving and painting processes, to the finished piece. The Carousel currently holds 45 animals (and two chariots). When fully complete, it will hold 51, with extra animals being carved all the time to switch out for holidays or when one of them needs repair. The carousel received an Excellence on Main Street Award in 2017 recognizing the creativity and collaboration that brought the project to fruition and now serves as a beacon in Albany's Main Street. Don't let this opportunity pass you by, grab ahold and take a ride.

The carousel is located at 503 First Ave West and is open 7 days a week during the summer season, 4 days a week during the winter and several extra days for various celebrations and events.

ACCESSIBILITY: The Carousel is wheelchair accessible with the help of a special deck matching the height of the loading platform. A chariot with a locking mechanism keeps wheels in place.



YOU HAVE BIG IDEAS TO MOVE
FORWARD. *we can help.*



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8:00 a.m. – 5:00 p.m.

The Venetian (Conference HQ)

REGISTRATION

8:00 a.m.

The Venetian

RECHARGE & REFRESH SNACKS

8:30 – 9:15 a.m. CRASH COURSE

The Venetian

CREATIVE IDEAS TO INCREASE ENGAGEMENT

In this fast-paced session hear from local Main Street leaders how they are supporting efforts to connect more deeply with their district and organizations. This session will cover how North Bend Main Street's creative take on a wayfinding sign project, Gold Beach Main Street's leap of faith to create a space for people to gather and engage and the impact that is having on your community, and Beaverton Downtown Association's efforts to reach diverse audiences from Boba Dash to Beyond Labels to Raise Up campaign.

PANELISTS:

Stephanie Wilson, North Bend Main Street

Laurie Van Zante, Gold Beach Main Street

Kirsten Agard, Beaverton Downtown

Association

8:30 – 9:15 a.m. CRASH COURSE

The Pix

COLOR OUTSIDE THE LINES: COMMUNITY ART FOR ENGAGEMENT & BELONGING

Discover how community-engaged art can spark long-term connection, storytelling, and belonging. This session shares a repeatable framework for involving residents in the co-creation of public art that reflects shared identity and values. Through case studies—including a mural with refugee artisans, a participatory project at a historic food terminal, and a digital kindness initiative—you'll learn how to design inclusive workshops, build lasting partnerships, and celebrate community voice. Whether rural or urban, these methods can help sustain momentum, strengthen place-based pride, and support a long-term vision for more vibrant, connected downtowns.

SPEAKER:

Saira Siddiqui, Saira Creative LLC

8:30 – 9:15 a.m. CRASH COURSE

Albany Civic Theater

RURAL, REGENERATIVE, REMARKABLE: THE NEW LANDSCAPE OF TOURISM IN OREGON

Tourism has the power to activate cities. It also has the power to strain infrastructure, increase housing prices, and create an adversarial relationship between locals and visitors. This session will cover how Main Street programs have the potential to lead in rural tourism - focusing on balance, stewardship, local engagement, partnerships, tourism funding sources,



*One main street,
one neighborhood,
one school,
one farmers' market,
one path at a time.*



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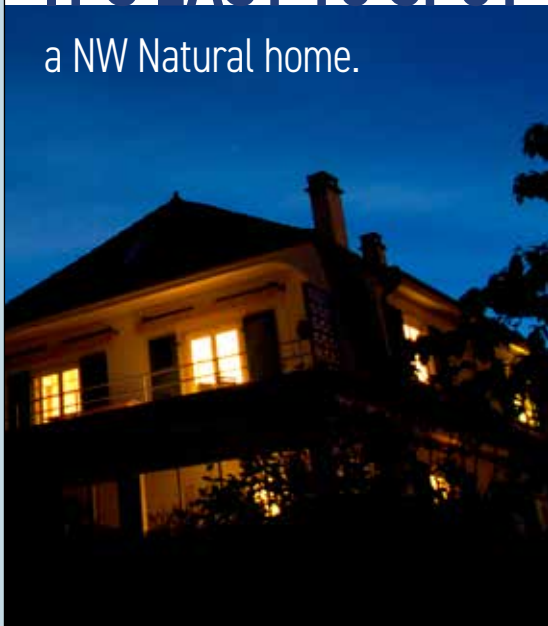
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www.oregon.gov/lcd/TGM/Pages/About.aspx

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NW Natural®

Thursday, October 9

and regenerative practices to ensure tourism efforts remain healthy in the communities we serve.

SPEAKER:

Megan Dompe, Coburg Main Street/
Discover Coburg



9:30 a.m. – 10:30 a.m. CLASSROOM

The Venetian

PARKING MANAGEMENT STRATEGIES FOR MAIN STREET

This session highlights the latest and greatest parking management strategies for downtowns and Main Streets. We begin with an overview of the Parking Management Jump Start Guide, a new publication from DLCD that offers comprehensive parking management

guidance for Oregon's cities, wherever they are in their "parking management journey." We then explore the concept through the journeys of two Oregon cities: the host city of Albany, where parking is managed via a unique relationship between the City and Downtown Association, and Newport, which recently launched an innovative new pay-to-park system in the Bayfront district.

PANELISTS:

Brian Davis, Studio Davis

Evan Marvel, Oregon Department of Land Conservation and Development

Sophie Adams, City of Albany

Derrick Tokos, City of Newport

9:30 a.m. – 10:30 a.m. CLASSROOM

The Pix

FAILING FORWARD

What if failure wasn't something to fear but a tool for insight, alignment, and growth? In this interactive, story-driven session, we'll explore how to reframe failures as shared learning opportunities. We'll unpack different types of failure, practice identifying root causes, and work with tools to better understand ourselves and our community partners. You'll walk away with practical ways to foster psychological safety and curiosity, turn setbacks into collaboration, and identify what's in your sphere of influence. This session is perfect for civic changemakers, cross-sector teams, and anyone ready to reframe some of the challenges of Main Street work.

SPEAKER:

Jason Schneider, Civic Possible

9:30 a.m. – 10:30 a.m. CLASSROOM

Albany Civic Theater

COMMUNITY BRANDING: IDENTIFY YOUR UNIQUE IDENTITY AND COMMUNICATE YOUR STORY EFFECTIVELY

Get ready for a lively, hands-on session that dives deep into the heart and personality of your community. Through interactive exercises and real-world examples, you'll uncover what makes your place truly one-of-a-kind—and practice sharing that story in a way that sparks curiosity, pride, and connection. You'll leave not only with fresh ideas and practical communication tools, but with a renewed sense of excitement to confidently amplify your community's unique charm to visitors, residents, and beyond.

SPEAKER:

Kitri Culbertson, Scarlet Communications

10:30 a.m.

The Venetian

RECHARGE & REFRESH SNACKS

11:00 a.m. – Noon CLASSROOM

The Venetian

ASSETS TO ACTION: BUILDING PLACE-BASED ECONOMIES THROUGH THE MAIN STREET APPROACH

Real transformation starts with the people who live and work in our downtowns every day. This session invites participants to rethink economic development from the ground up—centering local voices, businesses, and assets. We'll explore how

grassroots leaders can use an asset-based approach and tools like cluster analysis to understand and strengthen the unique fabric of their local economies. Through a fun, interactive exercise, participants will explore how to use different forms of community wealth—social, cultural, natural, and more—to creatively build vibrant, inclusive places. If you're passionate about place-based strategies that honor what's already working, and you want tools to help you do this work in your community, this session is for you.

SPEAKER:

Amy Hause, Rural Development Initiatives

11:00 a.m. – Noon CLASSROOM

The Pix

ROOTED IN PLACE: STREETSCAPE DESIGN FOR OREGON COMMUNITIES

Every Oregon community has a unique identity shaped by history, culture, architecture, and natural systems. This session explores how public improvements, especially streetscapes, can reinforce and reflect that identity, creating pedestrian-friendly environments that foster vitality and economic development. Through real-world case studies, attendees will learn how inclusive public outreach helps define a community's sense of place and informs design solutions. The session will walk through the process from community vision to completed streetscape, offering insights that can be applied to any community.

SPEAKERS:

David Dougherty, DLA

Luzanne Smith, DLA

11:00 a.m. – Noon CLASSROOM

Albany Civic Theater

EXPERIENCE IS THE NEW DOWNTOWN ANCHOR

Downtown success demands continually adapting to change and new consumer trends. People are buying less ‘stuff’ and are choosing to spend money on experiences instead. Locally produced, hand-crafted food and products are top sellers and the interest in unique places for people connections and fun is high. Often these are places that combine food, drink, entertainment and creative environments for gathering. This session will look at several innovative business hubs, formats and specific destinations appealing to a broad demographic. From repurposing industrial space to repositioning a dormant downtown block, our Oregon Main Streets offer inspiration! People will learn from case study stories about Astoria’s reactivated waterfront, La Grande’s Jefferson Avenue Makers District and the creative businesses and new formats populating downtown Hillsboro’s Cultural Arts District. How are these transformations happening? How do you generate momentum and community buy-in and keep the buzz going?

SPEAKERS:

Mary Bosch, Marketek

Quinn Haase, Astoria Downtown Historic District Association

Harrison Butler, Hillsboro Downtown Partnership

Timothy Bishop, City of La Grande

1:45 – 3:15 pm DEEP DIVE

The Venetian

STRONGER TOGETHER: UNLOCKING COMMUNITY

POWER THROUGH CONNECTION

Building a thriving community starts with strong relationships. This session will guide participants through a strategic mapping exercise to identify key players, assess existing partnerships, and discover new opportunities for collaboration. Through hands-on activities and group discussions, attendees will gain tools to foster trust, enhance engagement, and create a sustainable network that drives collective success.

SPEAKERS:

Michelle Martin, The Ford Family Foundation

K'Lynn Lane, The Ford Family Foundation



1:45 – 3:15 pm DEEP DIVE

Albany Civic Theater

FUNDRAISING FUNDAMENTALS BY AMPLIFYING MAIN STREET'S IMPACT

Attendees will learn how to develop a sustainable funding plan that covers all income streams for a downtown organization, laying it out in a simple yet necessary plan. Planning strategies for municipal support (new and continuing), annual campaigns, sponsorships, special projects income, promotional income, grants, merchandise sales, and

fundraising events are provided in this session. Developing the plan includes messaging and telling the story of your impact. Many successful fundraising examples and fundraising events will be shared, as well as the role of staff, the board, and committees in fundraising.

SPEAKER:

Kathy La Plante, Main Street America

1:45 – 3:15 pm DEEP DIVE

Natty Dresser

THE LONG GAME: CREATIVE SOLUTIONS FOR COMMUNITY CHALLENGES

Creative Problem Solving (CPS) offers a structured approach to addressing challenges, generating new ideas, and finding the best solutions. In this hands-on session, attendees will work through a real challenge in their community, using CPS techniques to explore, refine, and implement sustainable solutions. Whether energizing a board or tackling a neighborhood issue, this session will help you maintain momentum in the long term. Walk away with actionable strategies, tools, and confidence to creatively engage stakeholders, facilitate group problem-solving, and foster collaborative innovation that stays focused on your long-term vision.

SPEAKER:

Saira Siddiqui, Saira Creative

3:45 p.m. – 5:15 p.m.

Albany Regional Museum

HANGING WITH HERITAGE

Have a question for Heritage Staff? Need to brainstorm an idea? Help with an issue your organization is facing? Want

to know a little more about resources available to help with your downtown efforts? Heritage Staff will be available for a 15-minute focused conversation during this time block. Sign-up sheets are at registration, although walk-in space might be available. Here's the staff that will be on tap and some of the topics they can cover:

- **Cam Amabile** – Oregon Main Street Reporting & Technical Resources
- **Val Ballestrem** – Oregon Special Assessment (newly revised program)
- **Kuri Gill** – Oregon Heritage Grants
- **Sheri Stuart** – Oregon Main Street
- **Evan West** – Historic Survey
- **Katie Henry** – Oregon 250

3:45 p.m. – 5:15 p.m.

The Venetian

THE HOW BEHIND THE WOW! WORKSHOP

This high-impact presentation is designed to help communities sustain and enhance the vitality of their traditional commercial districts. This session guides attendees through practical design strategies that activate storefronts, attract shoppers,



and support long-term economic growth based on your vision for how you want your downtown to look, feel, and function. With a focus on best practices, retail trends, and shopper insights, participants will learn how this information has been converted to useful tools and programs for organizations to guide the creation of engaging, authentic experiences that ensure their downtowns remain or become vibrant, welcoming, and resilient over time.

SPEAKERS:

Seanette Corkill, Frontdoor Back,
Retail Store Design

Anne Marie Luthro, Frontdoor Back,
Retail Store Design

3:45 p.m. – 5:15 p.m. WALKING TOURS

The Venetian

PIONEERING WOMEN WALKING TOUR

You are invited to #walkwithher. Join **Marti Staprans Barlow**, President of HospitalityVision and master's graduate in Extended Realities & AI, for an inspiring Pioneering Women Tour through Albany. Using the Albany Explorer App, and learning tips to create your own, history comes alive with augmented reality at the very places these women lived and worked. On the tour you will meet Bessie Hale, Albany's first Black woman business owner; . the mother of Women's Suffrage; and the woman who helped land Apollo 11. Marti will share stories of courage, leadership, and innovation as AR pioneers appear beside you - making the journey immersive and unforgettable. Bring your curiosity, walking shoes, and the Albany Explorer app to celebrate these remarkable women!

DOWNTOWN DISTRICT WALKING TOUR

Oscar Hult, a natty dresser and Oregon Heritage award winner, will share stories about Albany's historic buildings and landmarks. Known as a must-see for history lovers, Albany, boasts more than 800 historic homes and commercial buildings, three museums, and several historic churches. It's remarkable collection spans styles from the 1850s through the 1940s and is concentrated within about one hundred square blocks, including four National Register Historic Districts. This walking tour highlights 12 blocks of First and Second Avenue in the Downtown Commercial Historic District, beginning at Burkhart Square by the Albany Civic Theater

FROM VISION TO VIBRANCY: THE DOWNTOWN ALBANY STORY

Join **Sophie Adams**, Economic Development Manager for the City of Albany, on an immersive walking tour through the heart of Albany's downtown Urban Renewal District. This tour offers a firsthand look at how intentional planning, strategic public investment, and strong public-private partnerships have transformed downtown Albany into a vibrant, growing destination. Participants will explore key redevelopment sites and local landmarks. Sophie will share the city's journey of revitalization through risk-taking, partnerships, and how a clear strategy and trust in the process have encouraged significant private investment. Learn how Albany has balanced preservation with progress,

Thursday, October 9

engaged the community in long-term planning, and built momentum around a shared vision for the future while staying true to its historic roots.

ALBANY IN ACTION: BUILDINGS, BUSINESSES & BRIGHT IDEAS

Join the Albany Downtown Association, for a walking tour through historic downtown where revitalization, recognition, and commerce come to life. This tour showcases Main Street grant-funded building rehabilitation projects. You'll meet property owners, see firsthand the transformation process, and learn how local incentives have sparked broader improvements. Along the way, we'll highlight award-winning projects and places that have earned statewide recognition through the Excellence on Main Awards. Hear stories of creativity and commitment from local businesses and step inside some of Albany's standout legacy retailers to hear their perspectives on sustaining small business success in today's changing retail landscape. This session offers an inspiring look at how one Main Street community is honoring its past while building a thriving future.

Albany Regional Museum

ALBANY HISTORY TROLLEY TOUR

Bill Maddy, Albany Regional Museum docent and Albany historian; former Albany Regional Museum Executive Director, and retired County Extension Agent will serve as Albany Streetcar Conductor. Tour guests will hop aboard the Albany Streetcar at the Albany Regional Museum. Your Conductor guide will share his favorite humorous, unique and wild stories related to the history of Albany, the Hub City of Willamette Valley. Trolley seating is limited so reserve your ticket to board today!



FREE MUSEUM ADMISSION FOR CONFERENCE ATTENDEES



Learn more history about our host city! **Albany Regional Museum** (ARM) is extending free admission during the conference for attendees who show their OMS badge.

We help communities
imagine, **and build**—
what's possible.



Amplifying the work of civic changemakers

www.civicpossible.com

A scenic landscape of a lake surrounded by mountains and forests, serving as the background for the Oregon's Economic Development Agency banner.

business
oregon

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Friday, October 10

8:15 – 8:45 am CLASSROOM

The Venetian

FRANCHISING MAIN STREET: SCALING LOCAL SUCCESS ACROSS OREGON

Learn how a new program is helping successful Main Street businesses become simple, locally owned franchises in other Oregon towns. This session explores how communities can fill small storefronts, lower barriers for new entrepreneurs, and replicate what's already working. Attendees will learn how to identify scalable businesses, create franchise toolkits, and support local ownership through mentorship and resources. With support from SEDCOR and Oregon Main Street, this pilot program offers a practical, replicable model for revitalizing downtowns—one proven shop at a time.

SPEAKER:

Juli Bochsler, The Box LLC

8:15 – 8:45 am CLASSROOM

The Pix

FROM LIBRARY TO LIBATIONS: THE CANBY BEER LIBRARY

The Canby Public Library vacated its building, leaving a 10,961 sq ft vacancy in the heart of downtown. After two failed Requests for Expressions of Interest, the City chose to retain the building and transform it into a public market. The City of Canby (which serves as Main Street) was awarded a \$200,000 Oregon Main Street Revitalization grant and budgeted another \$500,000. Cost estimates proved cost prohibitive and the City had a decision: allocate more funding

or seek interest? The City reopened the RFEI, receiving several proposals, resulting in one of the most successful redevelopment projects in Canby: the Canby Beer Library.

SPEAKER:

Jamie Stickel, City of Canby

8:15 – 8:45 am CLASSROOM

Albany Civic Theater

SMALL BUSINESS SUCCESS THROUGH COLLABORATION

Through COVID and economic ups and downs, a downtown small business has found success through both small-scale product and event collaboration - creating a ripple effect of sustainable, positive economic and social activity throughout Baker City Downtown and beyond.

SPEAKERS:

Cody Cook, The Cheese Fairy

Ariel Reker, Baker City Downtown



9:00 – 9:45 am CRASH COURSE

The Venetian

BUILDING RESILIENCE THROUGH HISTORIC PRESERVATION

This session will bring professional planners and practitioners from several Oregon Heritage All-Star Communities into a panel session that will explore increasing community resilience through the resilience of their heritage resources. Attendees will then be broken into groups to complete an asset mapping workshop. During this interactive workshop, attendees will learn how they can help their organizations and communities be more resilient in the face of natural and man-made emergencies.



SPEAKERS:

Melissa Graciosa, UO Institute for Policy Research and Engagement

Amanda Ferguson, AICP, UO Institute for Policy Research and Engagement

Kimberli Fitzgerald, AICP/RPA, City of Salem Historic Preservation Program

Kuri Gill, Oregon Heritage

9:00 – 9:45 am CRASH COURSE

The Pix

SMART ENERGY UPGRADES FOR LONG-TERM BUSINESS SUCCESS

Making energy-efficient upgrades can feel like a big investment, but the long-term benefits often outweigh the upfront costs. High-efficiency equipment is designed to last longer, perform better, and reduce energy bills over time—helping small businesses stay competitive. Energy Trust of Oregon offers cash incentives to make these upgrades more affordable, helping business owners bridge the gap between conventional and high-efficiency choices. Join us to learn how investing in efficiency today can pay off for years to come, keeping your business resilient, sustainable, and positioned for long-term success in your downtown community.

SPEAKER:

Rob Hall, Energy Trust of Oregon

9:00 – 9:45 am CRASH COURSE

Albany Civic Theater

THRIVING IN NON-PROFIT MANAGEMENT THROUGH NERVOUS SYSTEM REGULATION

In the high-pressure world of non-profit management, stress and burnout

Friday, October 10

can hinder impact. This talk equips professionals with practical tools for nervous system regulation, enhancing resilience and well-being. Drawing from my expertise as a Somatic Experiencing Practitioner in training and an Executive Director, I'll share techniques for tracking body sensations, honoring personal needs, setting healthy boundaries, and using grounding practices to restore balance. Attendees will gain actionable strategies to care for themselves, fostering sustainability and effectiveness in their mission-driven roles. This session is designed to empower leaders to thrive while making a difference.

SPEAKER:

Juliana Allen, Downtown Oregon City Association

10 – 10:45 am CRASH COURSE

The Venetian

INNOVATIVE SOLUTIONS FOR BUILDING THRIVING DOWNTOWNS

This session will highlight the value of creating strong relationships with downtown businesses to foster a unified community. This includes the importance of fostering collaboration with downtown

retailers and restaurants to enhance economic vitality and improve customer experience. Featured are examples of the positive impact of hosting events and “growth labs” that address challenges, generate new ideas, diversity revenue streams, and attract both local and tourist engagement.

SPEAKER:

Kim Freeze, Southern Oregon Innovation Hub / Seed Collective Catalyst LLC

10 – 10:45 am CRASH COURSE

The Pix

DIVERSE BOARDS, STRONG COMMUNITIES: BUILDING EFFECTIVE LEADERSHIP

A diverse and effective board is essential for driving the success of Main Street programs. This session will focus on strategies for building a board that reflects your community's diversity, including race, gender, age, and socioeconomic background. We'll explore best practices for recruitment, governance, and fostering an inclusive culture that encourages collaboration and innovation.

SPEAKER:

Kirsten Agard, Strategic Pathways, LLC

10 – 10:45 am CRASH COURSE

Albany Civic Theater

PLANNING FOR DOWNTOWN REVITALIZATION

This session will explore the impact of community-led strategic planning on downtown revitalization. Speakers



will speak to planning efforts that led to robust change in two recent towns – Cascade Locks and Monmouth. We'll engage the audience in a robust question-and-answer session on how well-designed planning projects, like Strategic Plans and Downtown Revitalization Plans, can be used to engage the community, inspire change, direct growth, and FUND projects.

SPEAKERS:

- Amanda Ferguson**, UO Institute for Policy Research and Engagement
- Aniko Drlik-Muehleck**, UO Institute for Policy Research and Engagement
- Denise Emmerling-Baker**, Main Street Cascade Locks
- Suzanne Dufne**, City of Monmouth



11:15 a.m. – 12:30 p.m.
CLOSING PLENARY
The Venetian

MAIN STREET: CHANGING COMMUNITIES ONE STEP AT A TIME

Thriving communities start with a strong, welcoming downtown. Main Street organizations know this work never truly ends; It's ongoing, hands-on, and deeply rewarding. Along the way, we pause to celebrate milestones, recognize achievements, and reflect on how far we've come. Each win—big or small—creates ripples of impact, over time becoming waves of transformation that fuels lasting vibrancy and resilience. Join us for a special celebratory session highlighting the incredible cumulative impact Main Streets make across the state and along the way, discover how every step forward adds up to stronger, healthier communities for us all!

THANK YOU FOR ATTENDING OREGON MAIN STREET CONFERENCE!



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Weaving Community Heritage*

**APRIL 29-MAY 2,
WOODBURN**



SHARE YOUR THOUGHTS

OREGON HERITAGE COMMISSION SEEKS INPUT FOR STATEWIDE HERITAGE PLAN!

Scan the QR code to learn more about:

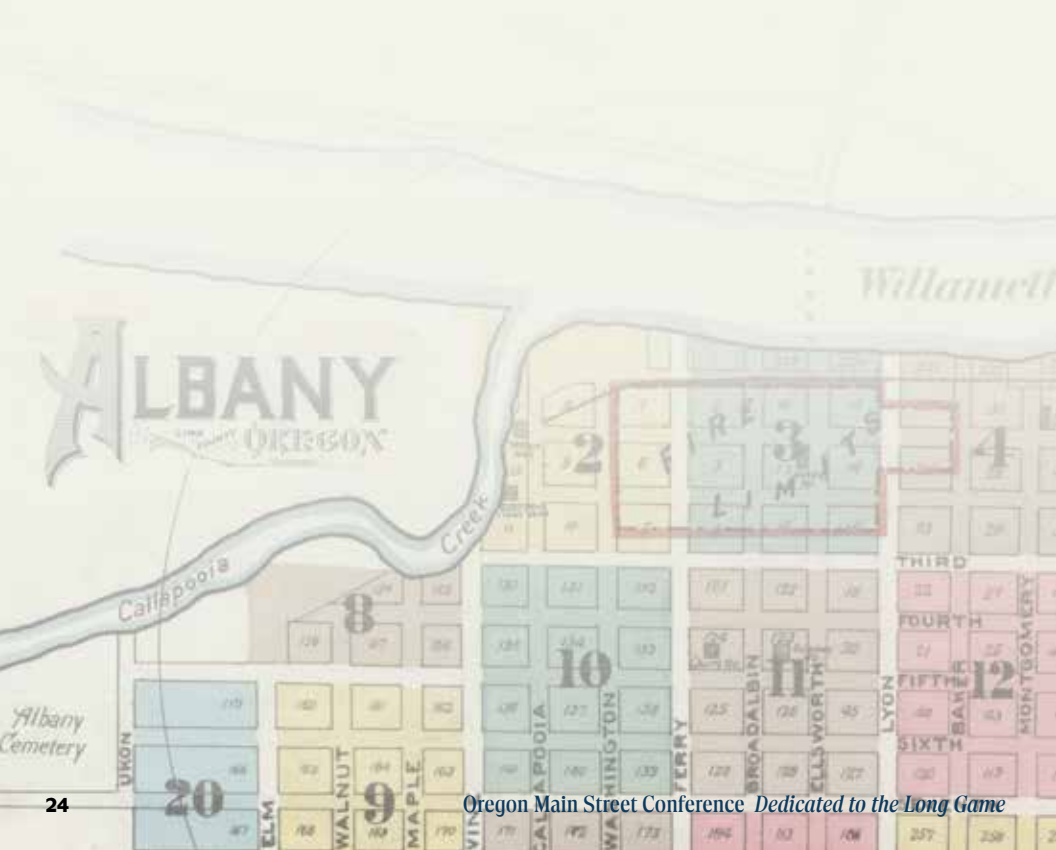


- The Scope of the Heritage Plan
- Virtual Discussion opportunities
- Survey for the General Public
- Other opportunities to provide input



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Notations



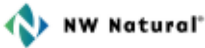


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